



# Asian American Advertising News

## 3AF 2023 Summit A Big Success



It's a wrap! After three long years of virtual gatherings, the 3AF 2023 Asian Marketing Summit on May 23-24 was finally held in person, and, by all accounts, it was a big success. Corporate marketers, media representatives, agency executives, influencers, marketing researchers, PR leaders, and other industry vendors and partners gathered for two days in the Little Tokyo neighborhood of Los Angeles to network and learn.

Attendees enjoyed an in-depth discussion of the Asian consumer opportunity and heard from subject matter experts who provided methods and trends for organizations to consider when marketing to them. The 3AF summit is the largest national conference focusing on the power of the Asian American consumer. Ultimately, we hope this intermingling of segment experts sparks new ideas and conversations that advance the recognition of our industry and community.

Our venue was the Japanese American National Museum, which provided a great backdrop. It also gave us the opportunity to showcase the vibrant and thriving neighborhood via optional walking tours and support the community and local businesses.

Summit topics included research presentations by the US Census, AARP, and Nielsen; Asians and sports; Asians in eSports; Asian Americans and the luxury market; Asian identity, brand relationships and media consumption in the post-COVID world; Asian America media- a source of community empowerment and advocacy; best in class Asian marketing; the impact of in-language media; amplifying Asian voices by activating DEIB and brand partnerships, the renaissance of Filipino American culture; Asian influencers and creators; and presentations by Meta Prosper, Datawrkz, ITalkBB Media, Toyota, McDonalds, the National Minority Supplier Development Council and more. The summit concluded with a private screening of Disney's "American Born Chinese."

Special thanks to the generous sponsors who made the summit possible. See you in May 2024!

### Thank You, Sponsors!



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## 3AF and Nielsen Collaborate on In-language Media Study



Nielsen and 3AF recently released the results of their first-ever **Asian Language Media Consumption** study. The research focused on media perceptions and content preferences for the top three Asian languages in the United States: Chinese, Vietnamese, and Korean.

The study found that in-language media is the most trusted source of information for Asian Americans. More than 40% of total respondents 'strongly agreed/agreed' that Asian media offers programs and perspectives they trust. Furthermore, the study shows that more than 50% of Chinese, Korean and Vietnamese respondents prefer to buy brands that advertise on programs reflecting their culture. "These findings confirm that in-language media continues to be a major influence for Asian American consumers," said Patricia Ratulangi, Vice President of Global Communications - DE&I at Nielsen. "Brands and advertisers have the opportunity to include in-language media and culturally inclusive content to build trust with Asian American consumers, and influence purchase decisions."

"We are thrilled to collaborate with Nielsen on our first in-language study and see the positive impact that our Asian language media partners can continue to make in our community," said Genny Hom-Franzen, Executive Director at 3AF. "We know that there is still a lot of work to be done to help increase authentic representation in media and advertising, but with partners like Nielsen, we can continue to make the industry more inclusive with these important insights."

<https://www.3af.org/asian-language-media-consumption-and-preferences-a-study-of-chinese-korean-and-vietnamese-audiences-a-nielsen-3af-collaboration/>

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## Pew Research Center Releases Report on Diverse Cultures and Shared Experiences

Last month, the Pew Research Center released its first signature report on Diverse Cultures and Shared Experiences Shape Asian American Identities. This is based on the largest nationally representative survey of its kind, focused on Asian Americans. This probability-based survey was conducted by using address-based sampling—with over 268,000 mailings to addresses throughout the U.S., to yield an Asian adult sample of 7,006.



Neil Ruiz, Head of New Research Initiatives at Pew Research said, "It has been an honor to lead this study over the past several years—which involved a lot of resources (both within Pew and external partnerships) to make this a reality. It involved utilizing the full suite of social science research tools (demographic, qualitative, and now survey), so that about 24 million Asian Americans are represented in public opinion research."

Here's a link to the first report on Asian American Identities:<https://www.pewresearch.org/race-ethnicity/2023/05/08/diverse-cultures-and-shared-experiences-shape-asian-american-identities/>

Q&A of how Pew Research Center did this:<https://www.pewresearch.org/short-reads/2023/05/08/qa-behind-the-scenes-look-at-pew-research-centers-extensive-new-survey-of-asian-americans/>

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## Enter the 2023 ANA Multicultural Excellence Awards Today



The ANA Multicultural Excellence Awards celebrate the year's best multicultural advertising campaigns. The awards raise awareness of and provide exposure for the outstanding work being done in the areas of

African American, Asian, Cross-Cultural, Hispanic, LGBTQ+, People with Disabilities, and Rising Multicultural Segments, as well as highlighting marketing strategies that utilized specific media categories, such as Audio, Demonstrated Growth, Digital/Social/Mobile, Experiential Marketing, Holiday or Seasonal Marketing, Marketing to the 55+ Consumer, Small Budget, Socially Responsible, and Sports/World Cup.

Submit your best-in-class examples of multicultural marketing to our select jury of industry leaders to see if you have what it takes to join previous winners including **McDonald's, Vaseline, Google, DoorDash, Burger King, and P&G.**

Anyone who created/executed multicultural marketing is welcome to enter. This includes but is not limited to client-side marketers; any type of marketing, advertising, and promotion agencies; retailers; media companies; and service providers. Campaigns must have run between June 2022 and June 2023 within the U.S. and/or North America.

Many campaigns fit into multiple categories. When preparing entries, please review all the categories to find the ones that best apply to your campaign. You can choose from among 16 categories, including this year's new categories: Holiday or Milestones and Sports. You can find more information at [www.anamulticulturalawards.org](http://www.anamulticulturalawards.org)

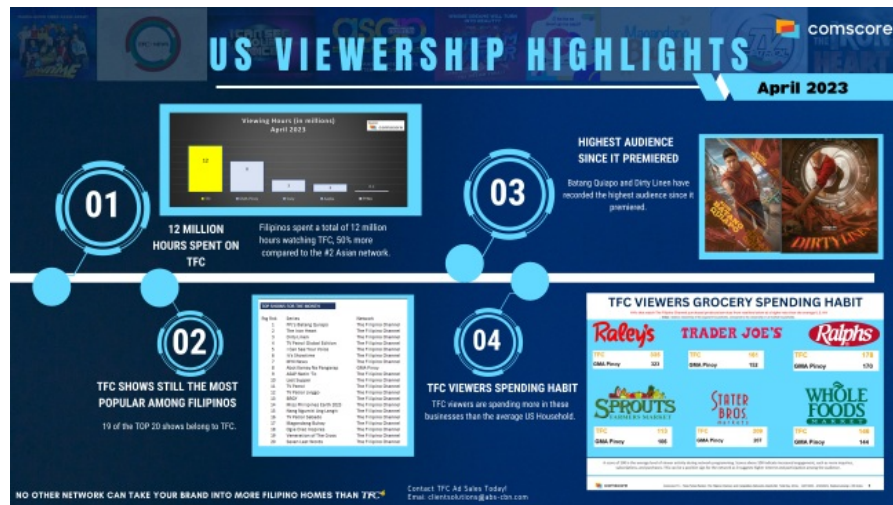
Submit your entry by the final deadline of July 7<sup>th</sup>! Winners will be announced at the 2023 ANA Multicultural Marketing & Diversity Conference Presented by Amazon Ads October 10-12 at the Red Rock Casino Resort in Las Vegas. [Register now!](#)

## April 2023 US TV Ratings from Comscore Reveal Multi-Cultural Audience Preferences

According to Comscore data released in April 2023, The Filipino Channel (TFC), the flagship channel of leading global Filipino media and entertainment company ABS-CBN International, is the most watched multi-cultural network in the United States. The audience spent 12 million hours watching its content on linear TV, the highest viewing time compared to other networks. This is not surprising considering that 19 of the top 20 shows are from TFC. Furthermore, Comscore's "Advance Audience" April data has also provided information indicative of consumer preferences. It showed that TFC viewers over-index in the areas of travel, autos, consumer services, among others, compared to the average US household. Specific to "grocery spending" for example, TFC viewers show significantly high preferences to shop in popular grocery stores such as Trader Joe's (Index of 161), Ralphs (178), and Stater Bros (209), among others.

ABS-CBN International signed a multi-year agreement with Comscore, a third-party measurement provider. Under the agreement, TFC gets access to Comscore's best-in-class national TV measurement to plan, transact and evaluate their audiences for programming and advertising analysis.

For more information, visit: <https://mytfc.com/advertise-with-tfc/>



## iQIYI Hosts 3rd Annual Content Showcase

The market leading online service iQiyi hosted their 3rd annual content showcase on June 21st in North America and reiterated its commitment to provide more high-quality original content and opportunities for stakeholders and advertising partners. The event highlighted the company's commitment to providing

more high-quality, original content to its global viewers. You can view the entire showcase on [www.iq.com](http://www.iq.com).

## Strong Growth Of iQIYI's Overseas Markets As Chinese-language Content Continues To Show Promise

Since 2017, iQIYI has released more than 7,000 episodes of Chinese content across more than 200 territories to maintain its leading position in Asia. iQIYI International was officially launched in 2019, introducing subtitles in 12 languages to users in 191 territories worldwide.

iQIYI attributes the rapid growth of its overseas market to a continuous output of high-quality and innovative content that caters to the local market demand, with Chinese dramas such as *Love Between Fairy and Devil*, *New Life Begins* and *The Knockout* gaining popularity among overseas audiences.

iQIYI's two suspense and romance themed slates "Light On" and "Sweet On" have also attracted a large number of fans worldwide who have reacted well to the quality of productions within these genres. The iQIYI International App has also launched original Korean and Thai content such as *My Roommate is a Gumih* and *KinnPorsche The Series*, which have performed successfully in Southeast Asia, Japan, South Korea, Europe and the United States.

In 2023, iQIYI plans to continue releasing a wide range of premium Chinese-language content, with originals such as *Love You Seven Times*, *Destined*, *Rising With The Wind*, *My Journey To You*, *The Demon Hunter's Romance*, *Mysterious Lotus Casebook*, *Story of Kunning Palace*, *Tiger and Crane* and many more in the pipeline. iQIYI International will also be launching Thai and Malaysian productions such as *The Hidden Character* and *Restu S2*. In addition, adapted from BL Webtoon *Love Tractor*, the Korean drama series *Love Tractor* and the highly anticipated Korean high school drama *Bitch X Rich* are all airing now on iQIYI International.

Besides the upcoming content pipeline, iQIYI International will also further enhance its translation, dubbing and other user experiences. In line with its popular content, fans in Asia and North America can also look forward to more marketing events such as online and offline fan meets that will be held in various markets.



## Member Spotlight

***From time to time, we like to spotlight our members. After all, members are the heart and soul of our organization. Their dedication, enthusiasm, and relentless support for the Asian American community and our industry fuels us and keeps us striving to fulfill the 3AF's mission. In this issue, we focus on Streamlyn Media.***

### ***What is your organization's value proposition?***

Streamlyn is a premium marketplace specializing in multicultural inventory, offering exceptional services as a leading multicultural media provider. Our expertise lies in understanding the Asian American community extensively. We go beyond generic strategies and tailor our approaches to match the unique characteristics of this influential and high-purchasing power group. Our ability to create both in-language and English creatives and support for Creative Transcreation ensures relatability in our campaigns. With Streamlyn, you can expect impactful campaigns that establish strong connections with this influential market segment and drive



campaign performance.

### ***What are some of your company's highlights?***

**Extensive Asian Publisher Network:** With more than 300 direct publisher partnerships, we provide a comprehensive inventory that enables brands to engage Asian audiences in the USA and Canada effectively.

**Proven Success with Renowned Brands:** We have earned the trust of top Brands across verticals such as Banking, Automobiles, Movies, Healthcare, etc., delivering impactful campaigns and proven strategies.

**Industry-Leading Expertise:** With over ten years of experience in multicultural marketing, our dedicated team is equipped to help brands unlock new opportunities and connect with diverse communities.

### ***What is your organization's address/contact information?***

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### ***Why did you join the 3AF?***

As part of our journey to understand and cater to the Asian American community, we actively participated in the noteworthy conferences organized by 3AF. These events served as a platform for us to introduce ourselves to the community, laying the foundation for our growing involvement in the North America. After years of deepening our engagement and realizing our shared vision of expanding opportunities in Asian marketing, it became a natural step for us to join the organization formally.

### ***What would you say to those who have not joined 3AF yet?***

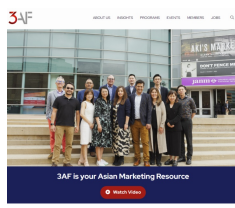
We recommend that all advertising agencies and media vendors join 3AF as it provides valuable networking opportunities, allowing us to connect with professionals in the Asian American advertising industry and explore collaborations and business prospects. By becoming a member, agencies gain access to industry-specific knowledge, resources, and educational events that keep us informed about the latest trends.

Additionally, joining the 3AF enables agencies to contribute to the advocacy and representation of the Asian American advertising community while also benefiting from professional development opportunities such as workshops and conferences.

Lastly, being part of the 3AF opens doors to collaboration and partnership opportunities with other agencies, brands, and organizations, fostering collective efforts to address industry challenges and pursue mutually beneficial initiatives.

## Announcements

### **New 3AF website**



If you've visited the 3AF website recently, you may have noticed our brand new, updated look. We recently upgraded the site, with new content, images, increased security, and better navigation. Best of all, our new website is significantly faster and allows for our increased monthly page views. In the future, we plan to add additional member only content and other exciting features. Special thanks to our awesome website team, Adam and Bonnie Curtis, who spearheaded this critical project.

### **3AF x Asians in Advertising NextGen Mentorship Program 2023**

We're excited to announce that we'll be hosting our 3rd annual Mentorship Program with Asians in Advertising. We'll begin the application process in July 2023 with program running from September 2023 - February 2024. If you're interested in being a mentor or a mentee in this year's program please email [daniel@isastaff.com](mailto:daniel@isastaff.com) for more information! Last year we had more than 250 people apply to be a mentor or a mentee! Hope to have you join us this year!

## 3AF Job Postings

Did you know that the 3AF posts job openings? It's a good way to advertise jobs to 3AF members and visitors to our website. Employers are charged a nominal fee to post their listings for three months. 3AF members can post jobs for free. If you would like to submit a job listing, please email Genny Hom-Franzen, 3AF Executive Director, at [ghomfranzen@3af.org](mailto:ghomfranzen@3af.org).

We have just added some great new listings. Be sure to check them out! They are posted here: <http://www.3af.org/jobs/job-postings/>

Asian American Advertising Federation  
[www.3af.org](http://www.3af.org)

STAY CONNECTED

